## ABSTRACT OF THE DISCLOSURE

A vertical mount rubber bushing including a rubber elastic body elastically connecting inner and outer sleeve, wherein the rubber elastic body having cross sectional shapes viewed in a first direction of prizing force input where rubber legs are affixed to an axially center portion of the inner sleeve and extend towards opposite axial ends of the inner sleeve, towards the outer sleeve and away from the inner sleeve to either axial side of the axially center portion, thereby forming depressed spaces partially defined by the rubber legs and situated on either axial side of the axially center portion, and viewed in a second direction orthogonal to the first direction, where main body rubber portions thicker than the rubber legs elastically connect the inner and outer sleeves while extending in the second direction with a shape generally increasing in length in an axial direction moving from the outer sleeve toward the inner sleeve.